

Serial No. 09/754,182  
26 Jul 2004 Reply to  
28 June 2004 Office Action

**Remarks**

After the foregoing amendment, claims 30 – 42 are pending in the present application. Claims 1 – 29 have been cancelled. In the Office Action, the examiner restricted the claims and the applicant elects claims 30 and 17 – 18 drawn to a method and system for searching a database, having encoded thereon a plurality of client profiles, for a client event and for composing a personalized message for the client pertaining to the event. Applicant respectfully requests reconsideration and allowance of the pending claims.

New dependent claims 31 – 35 have been added to further refine the invention claimed in independent method claim 30. New independent claim 36 has been added to claim the subject matter of prior dependent claim 17 and its base claim. Dependent claims 37 – 41 have also been added to further refine the invention claimed in independent claim 36.

**Conclusion**

If the Examiner has any questions or comments regarding the above Amendments and Remarks, the Examiner is respectfully urged to contact the undersigned at the number listed below.

Respectfully submitted,  
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